

Allergan/Humphrey and SOAOQ Boost Phase II Fundraising Launch

Saint John, besides hosting a "Merry-Tyme Mingle" this summer, was also the setting for a major Canadian Optometric Education Trust Fund (COETF) event. Allergan Optical/Allergan Humphrey, a division of Allergan, Inc. and les Services Optométriques de l'Association des Optométristes du Québec (SOAOQ) each provided a significant burst of fuel to the formal launch of Phase II of the COETF's ongoing fundraising campaign.

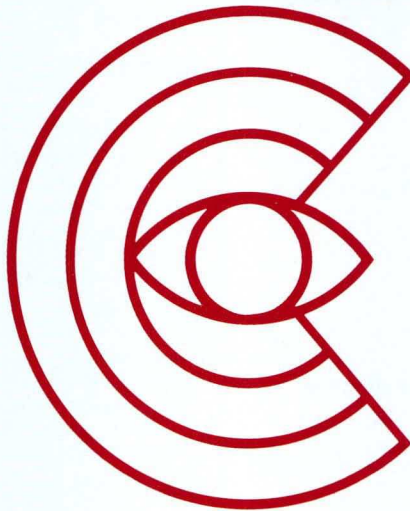
Held in conjunction with the Canadian Association of Optometrists (CAO)'s 1987 Biennial Congress in Saint John, New Brunswick, the "Light Lunch Launch" was highlighted by the two presentations and the draw for the winner of the COETF's grand prize raffle — a tour for two in the Champagne region of France aboard a luxury hotel barge.

Allergan Optical/Allergan Humphrey: "We believe in optometric research"

On behalf of Allergan Optical/Allergan Humphrey, Mr. Peter Slight, Senior Product Manager for Lens Care Products and Mr. Pierre Guité, Area Sales Representative for Québec and Atlantic Canada, presented a cheque in the amount of \$5,000.00 to COETF Chairman Dr. Scott Brisbin.

In making the presentation, Mr. Slight referred to what he called the obvious connection between Allergan's own research priorities and the type of research funded by the COETF.

The COETF annually funds some \$60,000.00 worth of optometric research programs. Conducted by members of the profession, the programs contribute either directly to the public's benefit, in the case, for example, of senior citizens' vision screening, or indirectly through the enhancement of Canadian optometric education programs which ensure that graduating OD's in this country are versed in the "state of the art" of the profession.



A worldwide manufacturer and distributor of contact lens care products, Allergan spends annually an estimated 10 percent of its net sales on research. In an interview held during the Congress, Mr. Slight cited several examples of their current priorities:

Basic biochemical mechanisms of the eye while contact lenses are being worn; **morphological changes of the endothelium** during long term wear; **biocompatible disinfection and preservative systems**; and clinical trials to evaluate **patient use trends and care regimen compliance**.

As a result of their research, the company has recently produced the first edition of a new specialty publication,



Dr. Scott Brisbin (L), Chairman, COETF, accepts the cheque from Mr. Peter Slight (C), Senior Product Manager for Lens Care Products and M. Pierre Guité (R), Area Sales Representative for Québec and Atlantic Canada, Allergan, Inc.

Le Dr Scott Brisbin (G), président du FFOCE, accepte le chèque de M. Peter Slight (C), directeur principal des produits de soin des lentilles cornéennes, et de M. Pierre Guité (D), représentant pour le Québec et les provinces de l'Atlantique, Allergan Inc.

Contact Lens Pocket Guide, a 144-page concise reference intended as a "generic clinical guideline of optimal modern contact lens care" (from Dr. Joseph T. Barr's introduction to the text). Besides Dr. Barr, no fewer than nine other OD's co-authored and reviewed the book, copies of which are available in Canada from Allergan Inc., 2255 Sheppard Avenue East, Suite 414 W, Willowdale, ON, M2J 4Y3.

Allergan Optical/Allergan Humphrey's research support also extends into both Canadian Schools of Optometry. As part of a complimentary training program, students receive clinical instruction on automated instrumentation provided by the company. Mr. Slight estimated that some \$85,000.00 worth of equipment has been made available at each School for this purpose.

les Services Optométriques de l'Association des Optométristes du Québec: Optometry Supporting Optometry

It is becoming a Biennial event. At CAO's 1985 Congress in Regina, the SOAQ made a donation to the COETF and, this year, repeated the generous gesture with a cheque for \$1,500.00.

Dr. Jean-Marie Rodrigue (who is also CAO's current Treasurer) made the presentation on behalf of the Québec-based optometric purchasing group.

The Draw: And Then There Were Ten

The pre-Congress flyer said it all: "What would you say to all this for \$100.00?" "All this" was a trip for two to France's Champagne region and, as the Congress progressed, more and more people began sporting the distinctive blue and white buttons which proclaimed, "I'm In/J'en Suis! Are You?/Et Vous?"

COETF Chairman Dr. Scott Brisbin, National Fundraising Chairman Dr. Reid MacDuff, the Board of Trustees and the provincial fundraising chairpersons threw an escape-proof net over the whole Congress and not one OD or spouse got away without being asked at least once to buy into the draw.

The draw itself was preceded by a stand-up buffet luncheon (the "light lunch") and the unveiling of the new COETF information video (the "launch") — **COETF Update**, an eight minute



Dr. Jean-Marie Rodrigue (R) presents a cheque on behalf of les Services Optométriques de l'Association des Optométristes du Québec to COETF Chairman Dr. Scott Brisbin.

Le Dr Jean-Marie Rodrigue (D) présente un chèque au président du FFOCE, le Dr Scott Brisbin, au nom des Services optométriques de l'Association des optométristes du Québec.

newscast which included, among other things, a "weather forecast" predicting increased awareness and high pressure fundraising tactics from coast to coast.

But it was obvious that roast beef and a TV show were not the only reasons for 400-plus people packing themselves into the Loyalist Room. And with the burst of a foghorn and roll of a Loyalist militiaman's drum, the draw was underway.

National Fundraising Chairman Dr. Reid MacDuff had a lobster trap filled with draw tickets and began by asking members of the audience to assist him in whittling the draw down to 10 edgy finalists. Sadly, nine of these had to content themselves with consolation prizes of bottles of champagne and, when that was done, one lucky ticket remained in Dr. MacDuff's Loyalist hat.

The winner? **Dr. Susan Woodruff** of Elora, Ontario. (Her ticket, incidentally, was pulled from the lobster trap by Mrs. Dorothy French, who later admitted that being responsible for the winning ticket's draw was every bit as exciting as actually winning the trip.)

(Note: In a footnote to the draw, Dr. Woodruff's personal circumstances prevented her making any of the scheduled trips. The COETF, however, consoled her with the alternate first prize of a cheque for \$5,000.00.)

A Vision of the Future — the COETF now begins a renewed fundraising appeal across Canada to the ophthalmic business community and to optometrists from coast to coast, whether first-time or long-time supporters of the Fund.

In the meantime, Drs. Brisbin, MacDuff and the Trustees extend a sincere and hearty thank you to Allergan Optical/Allergan Humphrey, a division of Allergan, Inc., les Services Optométriques de l'Association des Optométristes du Québec and to the many, many participants in the 1987 "Light Lunch Launch" of Phase II of the COETF's Fundraising Campaign.

Michael J. DiCola
CAO Director of Communications